

2007 CIM COURSE BIBLIOGRAPHY

Articles

Building Social Capital – A Revolution in Relationship Models “The Betty Model” White Paper

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Leveraging the Corporate Brand

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Determinants of the corporate identity construct: a review of the literature

Melewar T.C.
Journal of Marketing Communications; volume 9; No.4 (2003)

Core value-based corporate brand building

Urde, M.
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Brand Synthesis: The multidimensionality of brand knowledge

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Managing the multiple identities of the corporation

John M.T. Balmer; Stephen A. Greyser April 01, 2002
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The challenge of corporate branding

Shultz, M. & de Chernatony, L. (Fall 2002)
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Corporate identity, corporate branding & corporate marketing: seeing through the fog

Balmer J.M.T.
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Are the strategic stars aligned for your corporate brand ?

Mary Jo Hatch; Majken Schultz
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The brand relationship spectrum: The key to the brand architecture challenge

Aaker, D.A. & Joachimsthaler, E.A
California Management Review 42, 8 – 23. (2000)

Brand orientation: A mindset for building brands into strategic resources.

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Brand management through narrowing the gap between brand identity and brand reputation

De Chernatony, L
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Corporate Identity: there is more to it than meets the eye

Balmer JMT, Wilson A.
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Books / References

Seven dimensions of corporate identity: A categorisation from the practitioners' perspectives

T.C. Melewar, Elif Karaosmanoglu

European Journal of Marketing **Volume:** 40 **Issue:** 7/8 **Page:** 846 – 869 (2006)

This paper investigates what organisations perceive as the essential components of corporate identity concept and their contents. It proposes an operational definition of corporate identity on the basis of the practitioners' views. The information was gathered through 32 in-depth interviews with managers from different organisations (mainly multinational companies) and an analysis of corporate literature and web sites. It defines corporate identity concept in measurable terms. <http://www.emeraldinsight.com/10.1108/03090560610670025>

Identity, Intended Image, Construed Image, and Reputation: An Interdisciplinary Framework and Suggested Terminology

Tom J. Brown

Journal of the Academy of Marketing Science, Vol. 34, No. 2, 99-106 (2006)

What do individuals know or believe about an organization? How does a focal organization (and/or other interested entity) develop, use, and/or change this information? and How do individuals respond to what they know or believe about an organization? Cross-disciplinary research that centers on these questions is desirable and could be enhanced if researchers identify and develop consistent terminology for framing these questions.

Corporate Identity Modelling: A Review and Presentation of a New Multi-dimensional Model

Suvatjits, Jean Yannis; de Chernatony, Leslie

Journal of Marketing Management, Volume 21, Number 7, pp. 809-834(26) August 2005

We put forward the six station model of corporate identity. This is done by reviewing the corporate identity literature to appreciate the limitations of existing models. Ten criteria are suggested as important for robust models. Based on this, the six station model is presented. To gauge its usefulness and managerial applicability 28 depth interviews were conducted with corporate identity consultants and business managers. The model was regarded as useful and has managerial applicability, albeit business managers would prefer more training and systems to use the model.

Ingenta Connect <http://www.ingentaconnect.com/content/westburn/jmm/2005/00000021/00000007/art00007>

Corporate reputation: Meaning and measurement

Rosa Chun, Senior Lecturer in Reputation and Business Ethics, Manchester Business School, UK

International Journal of Management Reviews 7 (2), 91–109 (June 2005)

This paper examines the construct of corporate reputation, first by untangling the terminological problems that have been caused by the interdisciplinary nature of much of the earlier work in the area. The review ends by illustrating some of the issues that can be assessed from the basis of a clearer conceptualization of reputation and its measurement.

Blackwell Synergy <http://www.blackwell-synergy.com/doi/abs/10.1111/j.1468-2370.2005.00109.x>

Managing Corporate Identity: An Internal Perspective

Simões et al.

Journal of the Academy of Marketing Science; 33: 153-168 (2005)

This study develops an interdisciplinary measure of the CIM construct. Overall, CIM involves (1) the endorsement of consistent behavior through the diffusion of a company's mission, values, and goals; (2) the expression and pursuit of brand and image consistency in the organization's symbols and forms of communication; and (3) the implementation, support, and maintenance of visual systems. The results suggest

that CIM includes the dissemination of mission and values, consistent image implementation, and visual identity implementation.

Sage Journals On-line <http://jam.sagepub.com/cgi/content/abstract/33/2/153>

Making The Most of Your Corporate Brand (Nicholas Ind)

Developing a powerful corporate brand engenders trust and loyalty among an organization's key audiences. The most effective brands are those built on strong and deeply held values, requiring self-knowledge, market understanding and leadership

Pearson Education. UK <http://www.business-minds.com/detail>.

Harvard Management Communication Letter.

January 20002. Volume 5 Number 1

Harvard Management Communication Letter Issue 12p January 15, 2002

Includes these articles: "When Words Matter Most," "Kicking the Tires of Corporate Reputation," "Why Your News Releases Aren't Making News"

Harvard Business Review <http://harvardbusinessonline>

Brand Management Audit

Don Knight 132 pages October 1999

Creating the right brand and communicating this to consumers is essential as it enables you to distinguish your company's products from those of your competitors.

This audit provides a systematic way of understanding what brands are and what added values they offer, both to the consumer and the company. It provides a six-step approach which can be used to evaluate the business performance of any brand. From Pearson Education. UK <http://www.business-minds.com>

Brands in the balance: Meeting the challenges to commercial identity.

By D Rawbaugh

Financial Times Prentice Hall © 2001 | Cloth; 300 pages

From Prentice Hall

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